

# CoLLege Campus Safety AND ViOLence Prevention

## PSA CHALLENGE FREQUENTLY ASKED QUESTIONS

### **WHAT IS THE COLLEGE CAMPUS SAFETY AND VIOLENCE PREVENTION PSA CHALLENGE?**

The College Campus Safety and Violence Prevention PSA Challenge is a statewide video competition devoted to promoting campus environments in which all of Virginia's college students can live, learn, and have fun. The Governor is challenging college students all across the Commonwealth to utilize their artistic talents, collaborate with their peers, and create their own public service announcement concerning College Campus Safety and Violence Prevention. This contest is an opportunity for students to creatively address their role as a member of a college campus community, engage their peers in a discussion of the type of atmosphere they want their community to have, and encourage students all across the Commonwealth to help make all of Virginia's college campus communities safer, stronger, and better overall.

### **WHAT IS A PSA?**

A PSA, or Public Service Announcement, is a noncommercial advertisement that raises awareness of a particular issue that may affect the general public and encourages positive action in response to the given issue. While PSAs are done in a variety of mediums, the PSAs for this contest must be videos, 30 seconds or less in length, for potential use on statewide television.

### **WHO CAN ENTER?**

All entrants must be enrolled as a student at a Virginia public, private, four year or two year college or university. Students may work individually or as a team of up to six people. Entry is limited to one entry per person/team.

### **WHAT IS THE DEADLINE?**

All entries must be postmarked by April 30, 2011.

### **DOES IT COST ANYTHING TO ENTER THE PSA CHALLENGE?**

There is no fee for submitting an entry.

### **WHAT ARE THE PRIZES?**

The winning entry will be aired on statewide television. The winning teams will also receive free web hosting, courtesy of InMotion Hosting, Inc. Additional prizes to be announced.

### **HOW SHOULD THE PSA BE SUBMITTED FOR ENTRY?**

Complete entries (*see below*) must be submitted online at [www.gosap.virginia.gov](http://www.gosap.virginia.gov)

### **WHAT DOES EACH ENTRY NEED TO INCLUDE?**

In addition to the PSA, entries must also include a completed Entry Form, completed Name and Likeness Release Forms for everyone involved with and/or appearing in the PSA, completed Copyright Certification Forms (if necessary – see below), and completed Parental Consent for Minor forms (if necessary – see below).

### **HOW WILL THE CONTEST BE JUDGED?**

Ideal entries will effectively highlight how best to ensure college campus safety and an effective way to prevent violence among college students. Entries will be judged for their theme and purpose, accuracy and support, originality, production value, visual elements and techniques, technical quality, and organization. The entries should be targeted to students from freshman to senior year of college, and we strongly encourage participants to create a PSA that will connect with that audience; however, students must keep in mind that their PSA should still be appropriate for a statewide television audience, and will be disqualified if it contains vulgar or inappropriate content.

## **WHAT EQUIPMENT IS NEEDED?**

Participants use their own props and equipment, including any specialized software and/or cameras.

## **CAN PARTICIPANTS USE OTHER PEOPLE'S MATERIAL?**

The entry may not depict any third-party trademarks or copyrighted materials, logos or brand names in the background or on costumes, equipment and props, unless entrants submit proof of permission to use the protected material. A completed Copyright Certification Form must be submitted and signed by each member of the Production Team, as well as their sponsor (if necessary). If copyrighted music or images are used in an entry, and copyright permission is not proven through the submission of the Certification as well as satisfactory evidence of permission, the entry will not be eligible. The following Web sites may be helpful in understanding and obtaining permission to use copyrighted material:

- Library of Congress: <http://www.loc.gov/teachers/copyrightmystery/#/reading/>
- Broadcast Music, Inc. (BMI): <http://www.bmi.com/licensing/?link=footer>
- American Society of Composers (ASCAP): <http://www.ascap.com>

## **CAN I USE REAL-LIFE EXPERIENCES?**

Yes, we encourage any students willing to share their personal stories and/or use them as the basis for their PSA to do so. Depending on the nature of the PSA, students may be asked to submit additional waivers that give express permission to use photographs, names, and/or other pertinent material in the PSA.

## **WILL ENTRIES BE RETURNED?**

No, all entries become the property of the Governor's Office for Substance Abuse Prevention (GOSAP), will not be returned to the contestants, and may be used in whole or in part by GOSAP at its discretion. A completed copyright assignment granting to GOSAP all rights, title and interest in the entry without payment or further consent must be submitted by each entrant. Entrants will still be permitted to use their entries for other school sponsored contests. Participants may also utilize their videos in the future for any personal purpose, including as part of artistic portfolios or resumes.

## **CAN ENTRIES BE DISQUALIFIED?**

Entries will be disqualified if they contain vulgar or inappropriate content, are not turned in with all proper paperwork, have postmarks later than the specified due date, or use copyrighted material without proper permission – see the above question, "Can participants use other people's material?"

## **DOES A FACULTY OR STAFF MEMBER NEED TO SPONSOR THE PROJECT?**

Only if someone involved with or appearing in the PSA is under the age of 18 does a faculty member or parent have to oversee the project. Faculty and staff may only sponsor a PSA entry with the permission of their particular governing body within the college or university.

## **CAN FACULTY AND/OR STAFF ASSIST IN THE PRODUCTION?**

Yes, faculty and/or staff may assist with the production, but they are limited to only verbal guidance. Faculty and/or staff are allowed to be actors, but not content contributors.

## **HOW MANY STUDENTS CAN WORK ON ONE PSA?**

While the number of people producing the video (and thus, eligible for any prizes) is limited to 6, there is no limit to the number of people who may appear in the PSA – as long as each of them sign a Name and Likeness Release Form that is submitted with the rest of the entry.

## **WOULD A SILENT MOVIE WITH BACKGROUND MUSIC QUALIFY FOR THE PSA CHALLENGE?**

Yes, as long as the music was created by members of the Production Team, or is used with the proper permission of the copyright owner(s) – see the above question, "Can participants use other people's material?"

**FOR QUESTIONS NOT ANSWERED HERE, PLEASE SEE THE CONTEST RULES, TERMS, AND CONDITIONS FORM, VISIT [WWW.GOSAP.VIRGINIA.GOV](http://WWW.GOSAP.VIRGINIA.GOV), EMAIL US AT [GOSAP@GOVERNOR.VIRGINIA.GOV](mailto:GOSAP@GOVERNOR.VIRGINIA.GOV), OR CALL US AT (804) 786-9072.**